

How important is your website to your digital marketing strategy?

Your website is the place where most people will interact with your business. Both your online and offline marketing activities will most likely send users to your website. Whether it's to get information about your services and products, to make bookings or purchases, or to get contact details.

You might operate a great marketing campaign only to be disappointed by sales because your website's landing page doesn't convert. A website can underperform for a number of reasons, including site speed, responsiveness or navigation. You shouldn't underestimate the importance of a quality website to the success of your digital marketing strategy.

Review your website with the following factors in mind:

Conversion rate – are you converting leads/customers?

Competition – are you outperforming competitors or vice versa?

Branding – does your website reflect your brand?

SEO – are you performing well on search engines?

Responsiveness – is your site responsive?

Site speed – do your pages load quickly?

If you're not getting the results you'd like and your site isn't performing effectively for most of these factors, then it may be worth considering a redesign.

Do you need a new website?

If you think that you need a new site, then make sure that you consider the following factors when you undergo a redesign. You should discuss each one with your web designer to ensure that any changes that you make to your website will have a positive impact. All too often a redesign causes a website to perform worse than its predecessor because the design hasn't considered each of these factors.

For example, a website that's rich with images, videos and interactive content might look great, but it will reduce site speed. This may increase bounce rate because users don't want to wait for pages to load.

Audience



Who is your website for?

First, identify what your target audience is and build the site that they'd want.

What does your target audience want?

Take the time to understand your audience and their online behaviour before you make any changes to your website. It's often a good idea to test some designs on your current site before you change the entire thing.

Defining your website's goals

What is the purpose of your website?

Your digital marketing strategy should define your objectives. These could include lead generation, sales, or brand awareness. These objectives should be central to any website redesign. When choosing a web designer or agency, you should ask them to specify how their design will meet these objectives.



User Experience (UX)



User Experience focuses on user satisfaction. When you design a website, you want it to be easy-to-use, accessible and worthwhile for your user.

Brand Identity

